

# TECHNO ADDICT

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## The Google Map's revolution

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### WEB DEV

What future for  
jQuery ?

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Spot a dog by  
Boston Dynamics

# The Google Map's Revolution

Today, we complain a lot about the internet, and we love walking during hours in the forest or on sea sides. But the Internet can be very useful. Last week, we went to the Huisserie forest. It's a very good place with a lot of relief, totally disconnected from the Laval city. We walked for 2 hours and we were so disconnected that we got lost. So like everyone in this situation we pulled out our phones and we went on Google map. Thanks to Google map, we found our way. That's why we can ask ourself : how google map has revolutionized our way to discover our world ?

## Back to the 60's

Once upon a time, two young women, Lauriane and Mélodie, who wanted to take a road trip. However, not knowing where to go, they decide to go to a library to consult a travel guide. Unfortunately, their trip begin badly, the library is closed. In hurry to leave, they decide therefore to buy one, at the same time as a map in a little shop. Once this guide, which will only be useful to them once bought, they move toward the park to see the different places proposed. After a few minutes of research, they discover a wonderful destination. They want to go in the Jura ! They highlight their route on the map, make a list to things to take, and finish by get home. The next morning, it's the D-day, they put all their cases in the combi's trunk, Mélodie takes the map but does not unfold it right away, she is too big, Lauriane would no longer see the road. Lauriane sits, starts the Combi and the girls leave. The road trip finally begins.



After a while, they arrive near an intersection. Lauriane turns to Mélodie and asks her which road to take. Unfortunately, with the time she unfolds the map, locates their position, finds which way is the right, the intersection is long past. Obviously, they are not on the right road. The more they advance in trying to find their way, the more they get lost. And as anyone in this situation, the more they argue. An hour or two after this incident, they decide to stop in a village to ask someone where they are. When they get out from their beautiful pink and green Volkswagen Combi, the first thing that intrigues them is the sound of crickets. Crickets, in eastern France ? It starts badly... They go to the local bistro, order two Coke, and inquire about their localization. Surprise! They are in Pourquiers, a small village not far from Avignon, in Vaucluse. The two friends decide to return to their Combi.

They find the map they never succeed to fold back on a seat. And settle on the car hood to try to find where Vaucluse is. Like it never rains but it pours, a gust of wind is coming at this moment and the map flies away. Lauriane and Mélodie rush behind, running to the edge of a cliff. In her tracks, Lauriane slips away, while the map, like an autumn leaf, descends to the ground. Mélodie is then faced with a Cornelian choice : catch the map or her friend.

The moral of this story is with new technologies and in particular Google map, life is still much easier...

## The story of THE application

One day, two brothers, Lard and Jens Rasmussen had the incredible idea of creating an app, Where 2 Technologies. To help people to find their way. In 2004, Google understood the potential of this app and bought it back for a billion dollars. Google maps help Google for its mission to "organize the world's information and make it universally accessible and useful" Google decided to transform this app into a web application. At the same time Google acquired Keyhole, a geospatial data visualization company, whose some aspects of its core technology were integrated into Google Maps. And it's in the 8 février 2005 that Google Maps

announced its launch to the public. In 2007 with the beginning of smartphones, google map launched an app for mobile. It had a beta version of a "My Location" feature, which uses the GPS if available. On September 23, 2008, simultaneous with the announcement of the first Android mobile, Google Maps arrived with an Android operating system. On April 19, 2011, a new feature are installed, Map Maker which allows anyone to make changes on Google's maps. It's also allowed to have local map updates almost in real-time. No need to wait for years that the company to update them. In August 2014, google invited people to follow in Armstrong's

footsteps and to become the first men to visit Mars. On June 27, 2016, Google published new satellite pictures worldwide. On October 16, 2017, Google Maps was updated with space imagery. We can now see Titan, Mercury and other planets. In August 2018, the earth becomes a globe, and is no longer flat. Unfortunately for the Flat Earth Society.

On 23 September 2020, Google published a COVID-19 update for Google maps, which allows to offer a seven-day average data of the total positive people cases for 100,000 people in the area selected on the map.

## What is Google maps ?

Anybody knows, google map is an app which allows us to find our physical way thanks to a virtual map.

But that's not all, with google maps you can have different "maps" like satellite view, street view, plan,... You can visit buildings, cities, oceans, other planets... You can have any information about a place like opening time, influencing hours, reviews,... You can plan a route and have the best route according to the means of transport (by bike, by car, by train, foot it). You can have information about traffic, toll, speed limits.

### Everybody has already wondered the question to know : how does google have all these

To begin, Google maps set up a partnership program called Base map. It allows organizations to add map data to Google maps. An example of these organisations is USDA Forest Service and US Geological Survey.

Now let's talk about Street view. Street view is a service of Google maps that allows us to visit a place as if we were there thanks to a 360 view. This service allows also Google maps to update these data. Indeed, Street view has an optical

character recognition feature that reads different information of images taken like road signs and names of business.

Then, Google maps uses our location data to know where we are and so update data like rush and opening hours or road traffic.

Finally, there is Map marker. This program created in 2008 allows anyone to add or modify data. For example, adding a road or even photos.

## MapQuest

### Better than Google Maps :

Directions include estimated fuel costs.

An integrated tool for quickly finding hotels and making reservations.

One-button tool for finding gas stations, grocery stores, coffee shops, shopping areas, food, and hotels.

Re-routing planned trip path is more user-friendly.

### Worse than Google Maps:

The web tool is covered with several very annoying ads that block the map view.

Route planner has fewer features than Google Maps.

The route is slightly less accurate than Google Maps and doesn't update as frequently.

## OpenStreetMap

### Better than Google Maps :

Doesn't use any mobile data.

Works completely off the grid.

Extremely detailed maps.

### Worse than Google Maps:

Slower to route than other mapping services.

Web mapping interface is not very intuitive.

Website and mobile app are not integrated.

## Complaints

To walk around with Google maps can be very helpful, but sometimes it can be very dangerous to ! The proof : one day Mrs Rosenberg wanted to go for a walk and used Google maps to help her. Unfortunately the application gave her a bad direction by telling her to walk down a rural highlight. Naturally there were no sidewalks or pedestrians pathways' and cars drove too fast. Along the way Rosenberg was struck by a car. Still alive, she has decided to lodge a complaint.

There are a lot of stories like Rosenserg's. Sometimes complaints are justified, sometimes they are ridiculous. Some of them died by trying to cross a lake in their car because maps told them... If you are that kind of person, and that's why you are worried about using the app. It exists other Web maps. We offer you some :

## Wase

### Better than Google Maps :

More of a social driving experience.

Better warnings about crashes, speed traps, and more.

Integration with your mobile music apps.

Online and mobile trip planning with scheduled departure times.

See and interact with other users around you.

### Worse than Google Maps:

Maps are less detailed on both the web and on mobile.

Navigation mobile view is more cartoonish.

Far fewer features than other navigation tools.



## Statistics and figures about a legend

2 years

The time save by day for users of Google Maps Navigation with the traffic routing functionality.

The number of users each month. It is estimated that 4.4 billion people today have access to the Internet in the world. Which mean that 1/5 of the Internet users use maps once per month at least

1 billion

90%

Percentage of the global search engine market. Unquestionably, Google map is the most popular search engine and controls.

The number of countries mapped , you can by the way visit 87 among them with street view. Which means 98% of the places people live are on Google Maps.

200

## Fun facts

The 10th of february 2020, a man walked down a street with 99 phones, and created a traffic-jam in Google maps. As Maps works an algorithm which geolocates our phones, it thinks that there are a hundred people on the street. Google maps users saw the street in red on their app, whereas the man was totally alone. If you're wondering why a bus full of people with smartphones doesn't automatically show up as a traffic jam. That's because it's very easy to recognize a bus. The google maps algorithm geolocalise a cluster of users which follows a predictable way and stops in predictable places.

## Map change our existance

Bill Kilday, an american author said about maps :

“ We are the very last generation to ever know what it was like to be lost ”

Without going that far, nobody can said today that google maps is not a revolution. Imagine you had to meet friends in a street that you don't really know. What would be the first step ? Looking at the place's location on google maps of course... Technology changes our life every day. We have the instrument of the problem's revolution in our pockets. In other words. Our daily life is simpler. So much so that sometimes we forget it.

Here is a non-exhaustive list of possibility offered by google maps :

1. To Always have a map on you
2. To find the fastest route to get from one place to another
3. To visit monuments. In this confinement period if you need culture you can with street view visit the castle of Versaille, the Tāj Mahal, oo the White House.
4. To measure distances
5. To find a hotel room and book it. Moreover there is a comparator of the different offers, so you can find the less expensive one.
6. To check the chances of being able to park. Google has made statistics about all and nothing. So if you want to go to your bank you can check if there are places before you leave your house.
7. To discover very difficult to access places. For example you can go down the Amazon by boat, discover some places of Pyongyang explore NASA spaceship
8. To have opinions on a place. No matter the place by the way (pharmacie, cimetière, Guantanamo, location de pédalos, Auschwitz)
9. To travel through time.Thanks to the many updates, you can see the construction of a lot of buildings all around the world.
10. To create your own map, and put your addresses there.Very practical if you always forget the address of your doctor, your insurance, your friends, or even yours (if you are in the latter case, worry a little ...)

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All over the world today, people are landing in New York or Tokyo or Cairo or even the Democratic Republic of Congo. Anywhere, they are stepping off of planes in a foreign land, in a place that they've never been, and guess what, they know where they are.

Kilday proclaims.

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To conclude, despite problems, Google maps have revolutionized our way to discover the world. Today anybody can visit the world, discover the existence of new things, new landscapes. And the most important, with google maps when you get lost, you can refind your way ! We speak knowingly it's very practical... If like us you often get lost, maps can be your best friend. So be indulgent with the application and please if it tells you to keep going straight but in front of you there is a ravine, think about it and don't follow the app.



No Lauriane were harmed during this magazine.  
Don't worry !



By  
Lauriane Gélébart  
and  
Mélodie Corbeau

Never lose a  
friend again



Google Maps

[www.googlemaps.com](http://www.googlemaps.com)